

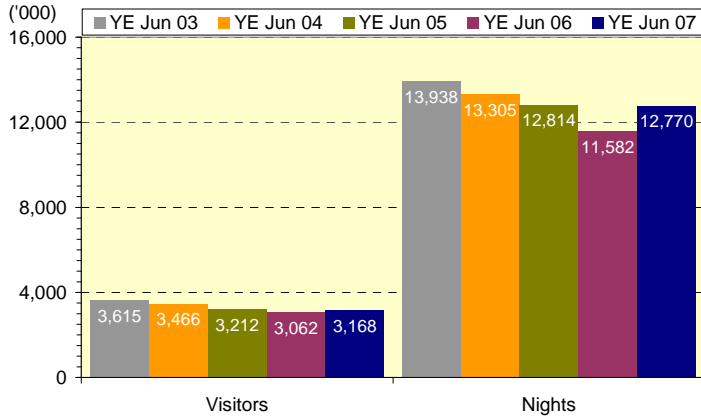


Total visitors ('000)	6,663
Total nights ('000)	13,776
- domestic nights	92.7%
- international nights	7.3%
Total expenditure (million)	\$2,106

Domestic Overnight Travel

Note: The number of trips taken domestically by Australians increased by 2.3 percent on last year, but was down by 2.2 percent compared to four years ago.

Visitors and nights

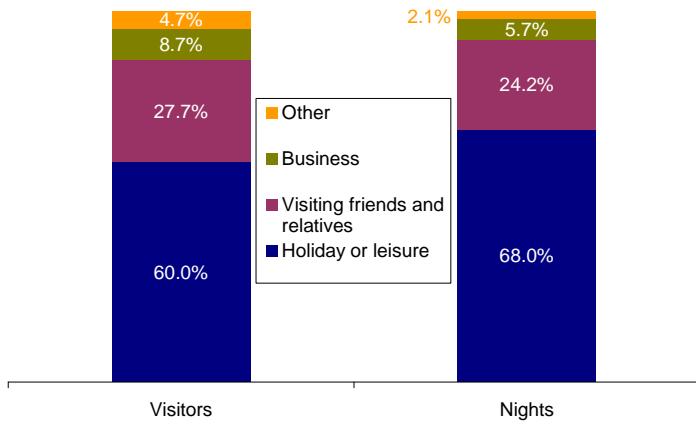


Mid North Coast received nearly 3.2 million domestic overnight visitors - up by 3.5% on YE Jun 06. Visitors spent nearly 12.8 million nights in the region - up by 10.3% on YE Jun 06.

Market share

The region received 18.0% of visitors to and 20.4% of nights in Regional NSW. Compared to YE Jun 06, the share of visitors was up by 0.1% point and share of nights was up by 1.3% points.

Purpose of visit



'Holiday or leisure' (60.0%) was the largest purpose for **visitors** to the region. 'Visiting friends and relatives' (27.7%) was the 2nd largest, followed by 'Business' (8.7%).

'Holiday or leisure' (68.0%) was the largest purpose in terms of **nights** in the region. 'Visiting friends and relatives' (24.2%) was the 2nd largest, followed by 'Business' (5.7%).

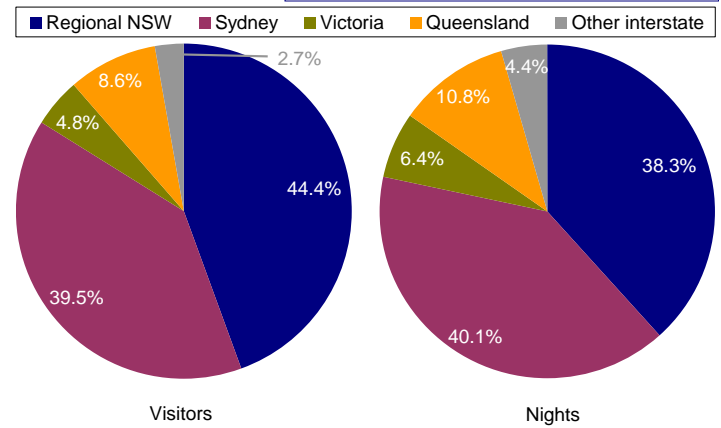
Accommodation

Almost 3/10 (29.3%) of nights in the region were spent in 'Friends or relatives property'. 'Caravan park or commercial camping ground' (18.6%) was the 2nd most popular accommodation type used, followed by 'Rented house, apartment, flat or unit' (16.9%) and 'Standard hotel, motor inn, below 4 star' (11.0%).

Activities

Over 1/2 (50.9%) of visitors to the region 'Ate out at restaurants'. 'Go to the beach' (49.6%) was the 2nd most popular activity, followed by 'Visit friends and relatives' (38.0%) and 'General sight seeing' (31.7%).

Origin



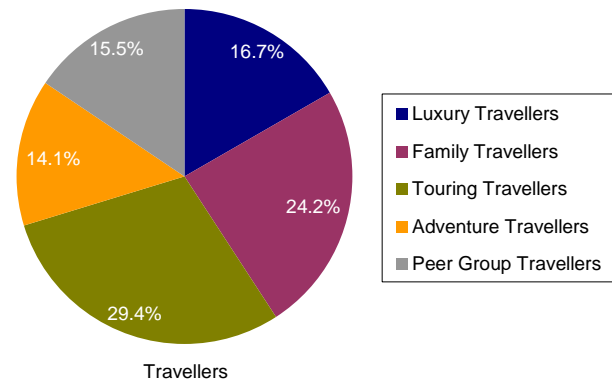
The region received over 4/5 (84.0%) of visitors and nearly 4/5 (78.3%) of nights from **intrastate** (Regional NSW contributed more visitors, while Sydney contributed more nights).

Nearly 1/5 (16.1%) of visitors and over 1/5 (21.7%) of nights came from **interstate** (Queensland was the biggest interstate market for both visitors and nights).

Transport

Over 9/10 (91.9%) of visitors to the region travelled by 'Private or company car'. 'Air transport' (4.1%) was the 2nd most popular transport used, followed by 'Railway' (1.4%).

Australian travel segments ⁽²⁾



Almost 3/10 (29.4%) of visitors to the region were 'Touring travellers'. 'Family travellers' (24.2%) was the 2nd largest travel segment, followed by 'Luxury travellers' (16.7%).

(2) Source: HTS, YE Jun 06, Roy Morgan Research

Expenditure (incl airfares and transport costs) ⁽³⁾

Domestic overnight visitors spent, on average, \$132 per night in the region.

(3) Source: Modelled domestic overnight visitor expenditure in Australia's regions, YE Jun 07, TRA

Tourism employment ⁽⁴⁾

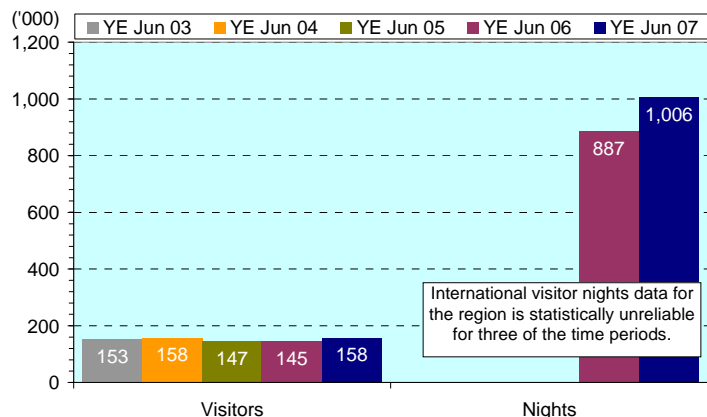
An estimated 9,200 (7.4%) of the region's workforce were employed in the tourism industry.

(4) Source: TTF Australia NSW Tourism Employment Atlas 2006, TTF Australia



International Overnight Travel

Visitors and nights



Mid North Coast received 158,000 international overnight visitors - up by 9.0% on YE Jun 06. Visitors spent over 1.0 million nights in the region - up by 13.5% on YE Jun 06.

Note: The number of overnight trips to Australia by international visitors increased by 3.1 percent on last year and by 21.0 percent compared to four years ago.

Market share

The region received 26.7% of visitors to and 12.0% of nights in Regional NSW. Compared to YE Jun 06, the share of visitors was up by 1.0 pt and the share of nights was up by 0.2% pts.

Purpose of visit

'Holiday/pleasure' (84.7%) was the largest purpose for visitors to the region. 'Visiting friends and relatives' (11.3%) was the 2nd largest, followed by 'Business' (2.4%).

Origin

No.	Market	Share	No.	Market	Share
1.	United Kingdom	30.4%	13.	Italy	1.1%
2.	New Zealand	11.5%	14.	Hong Kong	0.6%
3.	USA	8.9%	15.	China	0.6%
4.	Germany	8.5%	16.	Malaysia	0.5%
5.	Canada	5.2%	17.	India	0.4%
6.	Scandinavia	4.4%	18.	Thailand	0.4%
7.	Netherlands	3.3%	19.	Indonesia	0.1%
8.	Switzerland	2.9%	20.	Taiwan	0.1%
9.	Korea	2.8%		Other Europe	6.1%
10.	France	2.7%		Other Asia	1.2%
11.	Japan	1.6%		Middle East & Nth Africa	0.5%
12.	Singapore	1.5%		Other Countries	4.9%

'UK' (30.4%) was the region's largest source market of visitors, followed by 'New Zealand' (11.5%) and 'USA' (8.9%).

Accommodation

Nearly 1/3 (31.5%) of nights in the region were spent in 'Home of friend or relative'. 'Rented house / apartment / unit / flat' (16.2%) was the 2nd most popular accommodation type used, followed by 'Backpacker / hostel' (14.1%).

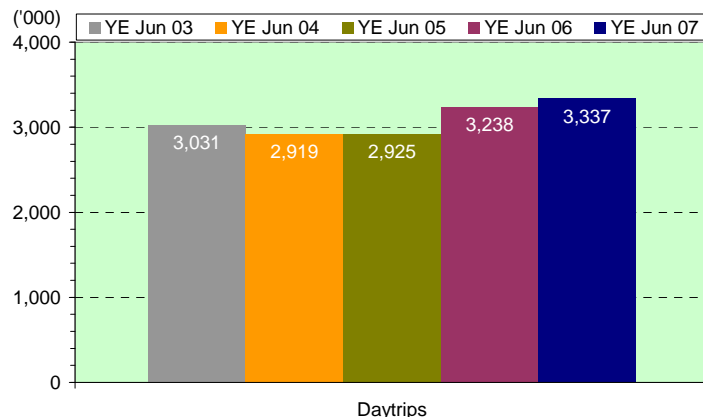
Expenditure (excl package expenditure) ⁽⁶⁾

International overnight visitors spent, on average, \$57 per night in the region.

(6) Source: Modelled international overnight visitor expenditure in Australia's regions, YE Jun 07, TRA. Note: previous regional snapshots reported international expenditure including package expenditure.

Domestic Daytrip Travel

Trips



Mid North Coast received over 3.3 million domestic daytrip visitors - up by 3.1% on YE Jun 06.

Note: Nationally, the number of daytrips trips taken domestically by Australians increased by 5.5 percent on last year, but was down by 3.1 percent compared to four years ago.

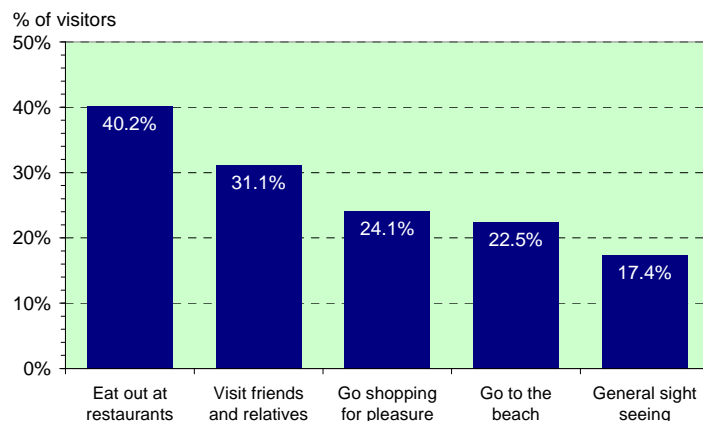
Market share

The region received 11.3% of daytrips to Regional NSW. Compared to YE Jun 06, the share was down by 0.2% points.

Purpose of visit

'Holiday or leisure' (57.0%) was the largest purpose for visitors to the region. 'Visiting friends and relatives' (25.8%) was the 2nd largest, followed by 'Business' (6.7%).

Activities



Over 2/5 (40.2%) of visitors to the region 'Ate out at restaurants'. 'Visit friends and relatives' (31.1%) was the 2nd most popular activity, followed by 'Go shopping for pleasure' (24.1%).

Age

Over 1/5 (21.1%) of visitors to the region were aged '15-24 years'. The 2nd largest age group was '65 years and over' (18.5%).

Expenditure ⁽⁷⁾

Domestic daytrip visitors spent, on average, \$111 per trip to the region.

(7) Source: Modelled domestic day visitor expenditure in Australia's regions, YE Jun 07, TRA